

## Message Text

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46

ACTION CU-04

INFO OCT-01 AF-06 ISO-00 USIA-15 INR-07 /033 W  
----- 008035

R 061503Z OCT 75

FM AMEMBASSY BAMA KO

TO SECSTATE WASHDC 2398

UNCLAS BAMA KO 3721

E.O. 11652: N/A

TAGS: OEXC, ML (KEITA, MINEMBA)

SUBJ: FY-76 IV NOMINATION

EMBASSY NOMINATES MR. MINEMBA KEITA, ASSISTANT DIRECTOR  
OF OFFICIAL RADIO MALI, FOR 30-DAY IV GRANT. BIO-DATA,  
JUSTIFICATION AND PROGRAM SUGGESTIONS FOLLOW:

1. NAME: MAMADOU MINEMBA KEITA

2. SIGNIFICANT POSITIONS: PRESENT: ASSISTANT DIRECTOR  
RADIO MALI, 1974-75

PAST: TECHNICAL DIRECTOR, RADIO MALI, 1970-74  
DIRECTOR TRANSMISSION CENTER, RADIO MALI  
67-70.

2. PERSONAL DATA: BORN 12 DECEMBER, 1940 IN BAMA KO, MALI  
ADDRESS: RADIO MALI, B.P. 171, BAMA KO, MALI  
MARRIED, ONE CHILD

EDUCATION: HIGH SCHOOL, LYCEE TECHNIQUE, BAMA KO;  
LYCEE TECHNIQUE DELAFOSSE, DAKAR, SENEGAL; HIGHER  
ENGINEERING STUDIES, UNIVERSITY OF PRAGUE; RADIO  
AND TECHNICAL STUDIES AT ALGIERS, MUNICH AND  
PRAGUE; SPECIALIZATION IN TELEVISION AT MUNICH;  
OTHER TRAINING IN STUTTGART AND KARLSRUHE, FRG.  
HONORS AND MEMBERSHIPS: MEMBER OF THE BOARD,  
AND DIRECTOR OF PUBLIC RELATIONS, DJOLIBA SOCCER  
AND BASKETBALL CLUBS; PRESIDENT, PRESS COMMISSION,  
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MALIAN SOCCER FEDERATION AND MALIAN TRACK

FEDERATION

TRAVEL: PHILIPPINES (1952); CANADA (1954)  
FRANCE (SEVERAL TIMES SINCE 1952); MADAGASCAR (1958);  
ALL FRANCOPHONE WEST AFRICAN COUNTRIES PLUS GHANA  
AND SIERRA LEONE; CZECHOSLOVAKIA, YUGOSLAVIA (1960);  
USSR, FRG, POLAND, ENGLAND, ITALY (1964); SWEDEN;  
DENMARK, HOLLAND, BELGIUM (1962); SWITZERLAND AND  
FRG (1964); GREECE, LEBANON, LAOS, HONG KONG, THAILAND  
AND INDIA (1970-71); USSR, CZECHOSLOVAKIA, 1974-75.

4. KNOWLEDGE OF ENGLISH: CONVERSATION: FAIR  
COMPREHENSION: GOOD  
READING: GOOD

5. KNOWLEDGE OF OTHER LANGUAGES: FRENCH, BAMBARA, GERMAN,  
CZECH, SLOVAK

6. JUSTIFICATION: AS ASSISTANT DIRECTOR OF RADIO  
MALI, MR. KEITA SUPERVISES THE DAY TO DAY OPERATION  
OF THE COUNTRY'S ONLY TRANSMITTING FACILITY AND  
PLAYS A MAJOR ROLE IN THE DETERMINATION OF DAILY  
OUTPUT AND OVERALL EDITORIAL POLICY. HE DIRECTLY  
SUPERVISES THE NEWS EDITOR AND REPORTERS WHO  
PREPARE RADIO MALI'S THREE DAILY NEWS BROADCASTS,  
AND HE ALSO HAS A VOICE IN THE SELECTION OF SOCIO-  
CULTURAL PROGRAMS DURING THE REMAINING BROADCAST  
TIME. AS ENGINEER AND RADIO JOURNALIST, MR. KEITA  
IS ONE OF MALI'S BEST TRAINED AND MOST EXPERIENCED  
COMMUNICATIONS PROFESSIONALS. HIS RAPID RISE TO  
HIS PRESENT POSITION IS INDICATIVE OF HIS ABILITY  
AND HIS POTENTIAL. AT AGE 34 HE HAS ALREADY ACQUIRED  
MANY YEARS OF EXPERIENCE, ENJOYS THE RESPECT OF  
SUPERIORS AND COLLEAGUES, AND IS LIKELY TO CONTINUE  
TO RISE TOWARD POSITIONS OF STILL GREATER RESPONSIBILITY  
(ALL MEDIA IN MALI ARE GOVERNMENT CONTROLLED).  
IT IS PRECISELY IN ANTICIPATION OF HIS PROBABLE  
ASCENDANCY INTO A MINISTRY OF INFORMATION POLICY-  
MAKING POSITION THAT THE EMBASSY PRESENTS THIS  
NOMINATION. ON SEPTEMBER 25 THE GOM REORGANIZED  
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SEVERAL MINISTRIES, INCLUDING THE MINISTRY OF  
INFORMATION, AND NUMEROUS SUB-CABINET POSITIONS  
WILL BE CHANGED. MR. KEITA IS LIKELY TO BE  
INCLUDED IN THESE CHANGES.

7. PROGRAM SUGGESTIONS: MR. KEITA HAS SOME  
KNOWLEDGE OF THE U.S. AND ITS POLICIES THROUGH  
WIRELESS FILE AND OTHER MATERIALS RECEIVED

FROM USIS ON A DAILY BASIS AND FROM CONTACT WITH AMERICANS BOTH IN MALI AND EUROPE. OBVIOUSLY, HIS PROFESSIONAL INTERESTS LIE IN THE ELECTRONIC MEDIA AND HE SHOULD THEREFORE VISIT MEDIUM SIZE RADIO AND TELEVISION INSTALLATIONS, THE VOICE OF AMERICA, SCHOOLS OF JOURNALISM, RADIO AND TELEVISION, ETC. HE IS ALSO INTERESTED IN THE WRITTEN PRESS AND WOULD LIKE TO VISIT SMALL AND LARGE NEWSPAPERS. RADIO AND TELEVISION BROADCASTS BY SATELLITE ARE ESPECIALLY FASCINATING FOR HIM, AS MALI MAY BE JOINING NEIGHBORING WEST AFRICAN STATES IN A SATELLITE COMMUNICATIONS PROGRAM IN THE FUTURE.

AS HIS BIOGRAPHIC DATA INDICATES, HE IS ALSO INTERESTED IN SPORTS, ALTHOUGH PRIMARILY BASKETBALL AND SOCCER. WERE HE TO TRAVEL DURING BASKETBALL SEASON SOME CONTACT WITH PROFESSIONAL AND/OR UNIVERSITY TEAMS WOULD BE MOST REWARDING. LIKE MOST MALIANS, HE APPEARS TO BE ATTRACTED BY THE AMERICAN SOUTHWEST WHICH IN CLIMATE AND TOPOGRAPHY RESEMBLES MALI, AND ALSO BY NEW ORLEANS, ATLANTA, SAN FRANCISCO, SEATTLE, HOUSTON, EL PASO AND OTHER CITIES.

8. MR. KEITA IS A SEASONED TRAVELLER AND SPEAKS QUITE ACCEPTABLE ENGLISH. AN ESCORT INTERPRETER, THEREFORE, MAY NOT BE REQUIRED. THE EMBASSY WILL GLADLY PROVIDE NAMES OF ALTERNATES AND AN APPROXIMATE ETA UPON RECEIPT OF CONFIRMATION OF ACCEPTANCE OF HIS NOMINATION.  
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**TAGS:** OEXC, ML, (KEITA, MINEMBA)  
**To:** STATE  
**Type:** TE  
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